


 DECLARATION FOR UTILITY OR  
 DESIGN  
 PATENT APPLICATION  
 (37 CFR 1.63)

Declaration Submitted with Initial Filing       Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

OR

Attorney Docket Number	T742-10
First Named Inventor	ELDERING
<b>COMPLETE IF KNOWN</b>	
Application Number	10 / 068,771
Filing Date	05 DECEMBER 2002
Group Art Unit	UNKNOWN
Examiner Name	UNKNOWN

As a below named Inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TARGETED ADVERTISING IN ON DEMAND PROGRAMMING

 COPY OF PAPERS  
 ORIGINALLY FILED

(Title of the Invention)

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY)

02/05/2002

as United States Application Number or PCT International

Application Number

10/068,771

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 2]

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## DECLARATION — Utility or Design Patent Application

Direct all correspondence to:  Customer Number 27832.  Correspondence address below

RECEIVED

Name

SEP 25 2003

Address

Technology Center 2600

City

State

ZIP

Country

Telephone

Fax

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR :  A petition has been filed for this unsigned inventorGiven Name CHARLES  
(first and middle [if any])Family Name ELDERING  
or Surname

Inventor's Signature

Sept 18, 2003  
Date

Residence: City DOYLESTOWN

State PA

Country USA

Citizenship US

Mailing Address  
P.O. BOX 272

City DOYLESTOWN State PA ZIP 18901 Country USA

NAME OF SECOND INVENTOR:  A petition has been filed for this unsigned inventorGiven Name  
(first and middle [if any])Family Name  
or Surname

Inventor's Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

City State ZIP Country

 Additional inventors are being named on the 1 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.



Please type a plus sign (+) inside this box →

PTO/SB/02A (11-00)

Approved for use through 10/31/2002. OMB 0651-0032  
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## DECLARATION

## ADDITIONAL INVENTOR(S) Supplemental Sheet Page 3 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
JOHN A.		SCHLACK	
Inventor's Signature			
Date	2/20/2002		
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Mailing Address			
Mailing Address			
City	PA	ZIP	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			
Date			
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			
Date			
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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PTO/SB/02A (11-00)

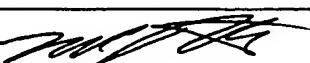
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## DECLARATION

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 3 of 3

<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
MICHAEL A.		PLOTNICK	
Inventor's Signature			Date 9/18/03
Residence: City SOUTHAMPTON	State PA	Country USA	Citizenship USA
1225 WOODS ROAD Mailing Address			
Mailing Address			
City SOUTHAMPTON	State PA	ZIP 18966	Country USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
		RECEIVED SEP 25 2003	
Inventor's Signature			Date 2600 Technology Center
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
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Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
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Name of Additional Joint Inventor, if any:	<input type="checkbox"/> A petition has been filed for this unsigned inventor		
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Given Name (first and middle [if any])	Family Name or Surname		
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ROBERT F.	DEITRICH		
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Inventor's Signature			
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Date	4/3/13/02		
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Residence: City DOYLESTOWN	State PA	Country USA	Citizenship USA
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70 OLD DUBLIN PIKE, C-6  
Mailing Address

Mailing Address

City DOYLESTOWN	State PA	ZIP 18901	Country USA
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Name of Additional Joint Inventor, if any:	<input type="checkbox"/> A petition has been filed for this unsigned inventor		
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Given Name (first and middle [if any])	Family Name or Surname		
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Inventor's Signature			
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Date			
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Residence: City	State	Country	Citizenship
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Inventor's Signature			
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Date			
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